2012 EDITORIAL CALENDAR



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad close	11-23-11	1-2-12	2-1-12	3-1-12	4-2-12	5-1-12	6-1-12	7-2-12	8-1-12	9-3-12	10-1-12	11-1-12
Materials due	11-30-11	1-6-12	2-3-12	3-5-12	4-6-12	5-4-12	6-4-12	7-6-12	8-3-12	9-6-12	10-5-12	11-5-12
Feature Articles	Kitchen and Bath Market Forecast 2012 Inspirations from Overseas: The European Design Influence	Annual Directory & Buyers' Guide Portfolio of Innovative Countertop Projects	Spring 2012 Bath Remodeling Report: New and Emerging Design Trends KBIS 2012 Pre-Show Issue and Pull-out Show Guide The Social Media Revolution: How Designers are Using Social Media to Win New Clients	KBIS 2012 and National Kitchen/ Bath Conference Report The Best in Design 2012: NKBA Design Contest Finalists Latest Looks for Finishes for Kitchen and Bath Products	Multi-Generational Homes: Products and Ideas for Today's Non- Traditional Families Strategic Storage Solutions for Smaller Spaces Cost-Effective Upgrades for Kitchen and Bath Showrooms	New Product Showcase and KBIS 2012 Product Review	Appliance Guide 2012: A Directory of Suppliers and Products Powder Rooms Homeowners Will Love	Pictorial Guide to Innovative Kitchen and Bath Showrooms Creative Countertop and Island Designs Design by Numbers: How Product and Design Choices Vary by Generation	2012 Kitchen Cabinet Style and Design Guide	Regional Kitchen and Bath Design Trends Innovative Software Choices for Design Professionals	Fall 2012 Bath Remodeling Report: New Product Trends Greener Pastures: A Portfolio of Eco- Friendly Designs	Most-Asked-About New Products of 2012 Theme Design: Creating Historically Authentic Spaces
Designer's Notebook by Ellen Cheever, ASID, CMKBD		Smart and Small Kitchen Ideas		Kitchens for the 'Emerging' Cook					'His and Her' Bath Spaces			
Expanded Profit Centers	Wet bars					Home fitness centers			Media centers and home libraries		Great room spaces	
Marketing Insight Research			Market outlook and business practices			Critical issues impacting dealers and designers				Profit margins and the major costs of doing business		Dealer and designer compensation practices
Product Trend Reports	Cooking appliances	Bathroom hardware and accessories	Kitchen sinks, faucets, water accessories	Whirlpools, spas, saunas, steambaths	Bathroom sinks, lavatories, faucetry	Kitchen cabinets	Kitchen accessories, interior fittings, storage aids	Bathroom vanities and storage cabinets	Shower systems, enclosures, tubs	Appliances	Countertop surfacing materials, edge treatments	Decorative and functional cabinet hardware
Product Reviews			Kitchen and bath ventilation	Outdoor kitchens	Accessible design/ kitchen products	Toilets and bidets				Accessible design/ bathroom products	Cabinet components	
Manufacturing/ Fabricating			Tool and equipment review					Tool and equipment review		Tool and equipment review		
Product Innovations E-newsletters	Appliances	Countertop surfacing materials and edge treatments	Decorative and functional hardware	Cooking appliances	Bath hardware and accessories	Kitchen sinks, faucets, water accessories	Whirlpools, spas, saunas, steambaths	Bath sinks, lavatories, faucetry	Kitchen cabinets	Kitchen accessories, interior fittings, storage aids	Bath vanities and storage cabinets	Shower systems, enclosures, tubs
Trade Shows, Conferences		Int'l Builders Show At-Show Issue		KBIS 2012 At-Show Issue	KCMA Annual Convention			Int'l Woodworking Fair 2012		DPHA Annual Convention		Int'l Builders Show 2013 Preview
'Profiting by Design in the New Economy' Seminars		West Palm Beach, FL area	Phoenix area	Washington, DC/ Baltimore area	Louisville, KY area	Milwaukee area			Denver area	Stamford, CT area	San Diego area	
Value-Added Benefits	5 free customer passes to a <i>KBDN</i> -produced seminar	Year-Round Reference Guide and ad inquiries Free listings in Annual Directory & Buyers' Guide and on KBDN's website	Access to Top-Volume Kitchen and Bath Dealer List Product coverage in KBIS 2012 Pull-out Show Guide		Harvey Ad-Q Study	Access to Kitchen/ Bath Dealers' New and Expanding Showroom List	Year-Round Reference Guide and ad inquiries Access to Top-Volume Kitchen and Bath Dealer List	Access to Top-Volume Cabinet Shop List	Year-Round Reference Guide and ad inquiries Access to Top- Value Distribution and 'Whotailer' List	Access to Top-Volume Plumbing and Hardware Showroom List	Harvey Ad-Q Study Access to Top-Volume Fabricator List	Access to Kitchen/ Bath Dealers' New and Expanding Showroom List 5 free customer passes to a KBDN- produced seminar
Bonus Distribution Trade shows and events		IBS February 8-11		KBIS April 27-29	KCMA Convention May 20-23			IWF August 22-25	Remodeling Show October 10-12	DPHA Convention October 12-14 CRAN Symposium		

TESTIMONIALS

Exitchen & Bath Design News has earned the respect of all components of our industry. The publication provides timely, relevant and unbiased information to assist readers in their quest to grow and achieve success. The insightful editorials challenge and encourage."

Dick Titus, Executive Vice PresidentKitchen Cabinet Manufacturers Association (KCMA)

Kitchen & Bath Design News is the recognized voice of the kitchen and bath industry—and more. The magazine serves as a strategic partner to assist the industry develop professionally and keep its fingers on the pulse of trends, activities, economic conditions, new products and other factors that affect the profitability of those in the supply chain."

Mark Lenhart, Executive Director
Decorative Plumbing and Hardware Association (DPHA)



2012 ADVERTISING RATES

	1X	3X	6X	9X	12X
Tabloid Page	\$9,000	\$8,400	\$7,800	\$7,200	\$6,600
1/2 Tabloid	5,700	5,400	5,100	4,800	4,500
1/4 Tabloid	4,400	4,100	3,800	3,500	3,200
Tabloid Spread	16,000	15,100	14,200	13,300	12,600
Standard 7X10 Page	8,400	7,800	7,200	6,600	6,000
1/2 Page Island	4,900	4,600	4,300	4,000	3,700
1/2 Standard Page	4,200	3,900	3,600	3,300	3,000
1/3 Standard Page	3,200	3,000	2,800	2,600	2,400
1/4 Standard Page	2,600	2,400	2,200	2,000	1,800
Standard 7X10 Spread	14,000	13,100	12,200	11,300	10,400
Cover 2			12,800		
Page 3			12,200		
Cover 3			9,800		8600
Cover 4			13,500		
Cover 2 Spread			22,500		19,500

Color Rates: Four-color process per ad \$2,000; per spread \$3,000

Product and literature showcase

	1X	3X	6X	9X	12X
Single Unit	\$1,400	\$1,300	\$1,200	\$1,100	\$ 900
Double Unit	3,000	2,800	2,600	2,400	2,000

Size of single unit is 4.625"x 2.125".

Size of double unit is 4.625"x 4.875"

Contact Nancy Campoli at (800) 547-7377 ext. 6127 for sales.

Classified rates

	1X	3X	6X
1 Column x 1 inch	\$220	\$200	\$180
1 Column x 2 inches	420	400	360
1 Column x 3 inches	550	520	460
1 Column x 4 inches	680	640	560
2 Columns x 2 inches	680	640	560

Column Widths: 1 column = 2.125", 2 columns = 4.5625"

AD SPECIFICATIONS

	Live Area	Trim Size	Bleed Size	
Tabloid Page	9.25"x13"	10.25"x14"	10.5"x14.25"	
Tabloid Spread	19.5"x13"	20.5"x14"	20.75"x14.25"	
1/2-Page Tabloid Vertical	4.5625"x13"	_	_	
1/2-Page Tabloid Horizontal	9.25"x6.125"	_	-	
1/4-Page Tabloid	4.5625"x7.375"	_	_	
Standard Page	7"×10"	7.625"x11"	7.875"x11.25"	
Standard Page Spread	14"×10"	15.25"x11"	15.5"x11.25"	
1/2-Page Standard Vertical	3.375"x10"	_	_	
1/2-Page Standard Horizontal	7"x4.875"	_	_	
1/2-Page Island	4.5625"x7.375"	_	_	
1/3-Page Square	4.5625"x4.875"	_	_	
1/3-Page Vertical	2.1875" x 10"	-	-	
1/4-Page Standard	3.375"x4.875"	_	_	

Send materials to:

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FTP: (If files are larger than 10MB) http://webftp.cygnuspub.com

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Eliot Sefrin, Publisher

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